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Complaint Strategies Found on Instagram Account @Indihome From Indonesia and @Tmobile From Usa: Cross-Cultural Pragmatics

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ABSTRACT

Social media is one of the ways that are not only for having a new friend but also a business place. Companies might consider to promote their products especially on Instagram. However, the company must be ready to accept critics and complaints from the customers. This study aims to analyze complaint strategies used by Indonesian and American customers on Instagram @indihome and @tmobile. The qualitative method is used in this study because this research produces descriptive data such as speech, writing, and the behavior of each people, which has been observed with the totals of 250 netizen's comments in the comment column of those two Instagram accounts. The result shows differences and similarities between Indonesian and American netizens expressing complaints on the Instagram accounts of @indihome and @tmobile. The similarities between the Indonesian and American netizens are using the linguistics features to express complaints such as abbreviation, capitalization, and informal language. While the differences are that American netizen never uses code-switching to express complaint because this country was included in the monolingual country. Thus, the Indonesian netizen tends to use code-switching to express their complaint because this country is included in the multilingualism-based country.

Keywords: *Complaint Strategy; Cross-Cultural Pragmatics; Culture.*

INTRODUCTION

Nowadays, social media is not just a platform to have new friends. It also could be useful for business (Farnia 2009). Companies might consider to promote their products on Instagram application customers. Otherwise, the company might have to provide customer service to accept a complaint by the customers. Trosborg (1995) explains that complaint is the utterance from the speaker when they are expressing disagreement with something. There is a tips from Company to respond to customers' complaints, i.e. via the company's social media. The companies used this way are PT. Telekomunikasi Indonesia (Telkom) from Indonesia, and T-Mobile from the United States of America. Indonesia Digital Home (indihome) is one of the products from PT. Telekomunikasi Indonesia that was launched in 2015. This company offers some telecommunication products such as the Internet and Indihome TV. Thus, in 2016 Telkom has been using (Fair Usage Policy) FUP for the customers. Fair Usage Policy

is the limits of data speed or internet based on the Internet user access just reached the specified amount.

T-mobile US is the wireless network operator established in 2001. The company offers some telecommunication products as same as PT. Telekomunikasi Indonesia did such as internet and T-Mobile TV. In such a way, the company has featured an application named "my T-Mobile". This application is helpful for customers who want to give criticism, advice, and complaint. Furthermore, most customers disagree with 5G because it generates many problems.

There are six previous studies related to this research. First, Yang (2016) wrote research entitled "A Cross-Cultural Study of Complaint Strategies by Chinese and British University Students". The result shows that the native speakers from United tend to use annoyance, disagreement, and direct accusation. On the other hand, the native speakers from Yordania tend to advise and pray to God during the complaint. Second, an analysis of complaint strategy that Anahita Yarahmadi (2015) had done entitled "A Cross-Cultural Study on Iranian EFL Students Pragmatic Transfer". Third, Nakhle, Mahboube (2014) wrote a journal entitled "Complaint Behaviours among Native Speakers of Canadian English, Iranian EFL Learners, and Native Speakers of Persian (Contrastive Pragmatic Study)".

The object is the difference between the sixth previous studies above and this research. Thus, the previous researchers have never made about pragmatics research which related to media and this would be the gaps to be added in this research. The researcher discusses complaint strategies on two Instagram accounts, which are @indihome (Indonesia) and @T-mobile (USA) through Trosborg (1995) complaint strategy and Cross-Cultural Pragmatics theory by Wierzbicka (2003). Thus, in this pandemic Covid-19's era, the stabilities of internet network are very important for somebody who works at home and the students from elementary school to college students. Furthermore, there are two research problems, those are 1.) What types of complaint strategies occur on Instagram's account @indihome and @T-mobile? 2.) How are the differences between Indonesian netizens and American Netizens by using complaint strategy on Instagram's accounts @indihome and @T-mobile?

Pragmatics is one of the linguistics branches that explains the correlation between meaning and context (Levinson, 1987). Furthermore, Leech (2011) explains if some aspects must be considered in pragmatics, such as speaker and hearer, the context in every utterance, the purpose of the utterance. Moreover, in every communication, the speaker's message could be accepted by the hearer (Anahita Yarahmadi, 2015). The speaker must understand the hearer to prevent misunderstanding with the hearer. For example, when we ask our friends to turn on the fan in the class by giving hints to him *"why is this class is very sultry, it would be better if anyone wants to turn on the fan"* (Hymes, 1972). Discursively, these hints will make your friends realize if this class is very hot and you need somebody to turn the fan on.

Wierzbicka (2003) explained if anyone who lived in two different countries which have different culture, the people do not only have different languages and dialects as well as ways of communication. Cross-Cultural Pragmatics refers to anthropology culture (the study of the origins, physical form, culture, and beliefs). Furthermore, the universal guidelines are very important when we are discussing the meaning of various languages (Retnaningsih, 2013). According to Henry Yustanto

(2016), javanese language has three speech levels as known as *unggah-ungguh* (politeness), those are: *ngoko* (low), *madya* (middle), and *krama* (high). Javanese people should know the time when using those three types of speech levels. Moreover, the purpose of learning languages is to perceive the differences in the cultural background of every language that reflects different ways of speaking, dialect, and communicative styles to the context of cultural-background values (Cenderamata, R.C., & Sofyan, 2019).

Cutting (2002) describes a context as also decisive in the study of speech act related with pragmatics. It helps the speaker and the hearer deliver and understand every utterance's meaning. Furthermore, Yule (1996) shared three kinds of speech acts, those are locutionary act, illocutionary act, and perlocutionary act. Moreover, there are five types of illocutionary act (Yule, 1996) namely:

a) Declarative

Declarative could change the words via the utterances. The words that are indicated in declarative are announce, declare, curse, define, appointment, call, bless, authorized, and nominate. For example: get out of my house! (firing)

b) Representative

Representative is related to the truth when the speaker expresses utterance. The words indicated into representative are tell, assert, inform, believe, report, predict. For example, Ir Soekarno is the first President of Indonesia. (inform)

c) Directive

The directive is the act that leads the hearer to do something after hearing the utterance from the speaker. The words that are indicated in the directive are requesting, questioning, asking, suggesting, inviting, ordering. For example: would you mind if I borrow your pen? (Requesting)

d) Commissive

Commissive is the act of agreement between the speaker and the hearer. The words that indicated commissive are permit, advice, challenge, invite, dare. For example, I dare you to purpose me with tonight if you love me. (dare)

e) Expressive

Expressive is the act that the hearer knows about the speaker's feelings. The words that are indicated in the expressive are apology, congratulate, blaming, regret, complaint. For example, I am sorry for what I've done to you. (apologizing)

Based on the explanation above, it can be concluded that the speech act of complaint strategy is included in the expressive. Trosborg (1995) defines a complaint as the act of dissatisfaction with something. The person who is expressing a complaint is called a "complainer", and the person who accepted a complaint by someone is called a "complainee" (Trosborg, 1995). According to Tjiptono (2006), there are four kinds of Indonesian people when expressing a complaint. First, the Indonesian people just keep silent and act nothing when there is something wrong that should be complained about. Second, just expressing a complaint with the family and close friends. Third, the person who always beats around the bush while expressing complaint. Fourth, the people who always smile and do not show excessive expression.

1. Complaint Strategy of Indonesian People

According to Heung, V. A., Lam (2003), culture is one of the factors that affected somebody while expressing a complaint. Thus, there are more differences in perceptive among each country. For instance, in the Province of Central Java, Indonesia, people tend to be polite with others while having a conversation. On the other hand, the people in East Java, Indonesia tend to be rude and louder while having a conversation with others.

Generally, the Indonesian people tend to be indirect and silent while expressing a complaint (Gupta & Sukamto, 2020). Moreover, Tjiptono (2006) defines there are four types of Indonesian citizens when delivering a complaint. First, they just keep silent and do not take any action. Second, they are just expressing a complaint to family, and close friends. Third, they are always "beating around the bush" while expressing a complaint. Fourth, always smile and do not want to show excessive anger.

2. Complaint Strategy of American People

The individualistic culture such as America realizes that complaint is their responsibility and believes that a complaint will bring a better effect to the future (G. Hall & Cook, 2012). Furthermore, Wulandari (2021) defines that the American people are not impressed with other people's matters. The American people tend to be direct while expressing a complaint or pointing out something they do not like (G. Hall. Cook, 2012).

The American people prefer to say something directly than "beat around the bush". According to (G. Hall. Cook, 2012), the American people are open-minded and honest while communicating with others. They believe honesty is a good thing. On the other hand, some things should not be discussed, such as politics, belief, and income because the American people think those things are unnecessary to be discussed (Abdolrezap & Eslami-Ras, 2010)

METHOD

A descriptive qualitative approach will be used in the research to analyze data because the researcher will describe and find the results of complaint strategy based on comment column of Indonesian netizens and American netizens on Instagram account *@indihome* from Indonesia, and *@tmobile* from the Unites States of America (Arikunto, 1993). According to Boghdan (1975), a descriptive qualitative approach produces descriptive data such as speech, writing, and a certain person the researcher observes. Moreover, the researcher used an Instagram application as the data source. There are two Instagram accounts named to gather data collection, namely @indihome and @tmobile by analyzing the utterances of netizens on the comment column of those accounts in April 2020. Furthermore, the researcher chooses @indihome and @tmobile because there are amounts of complaints utterances from Indonesian netizens that might make the researcher easier to investigates the data and it shows that even though @indihome and @tmobile are included in one of the largest companies, the companies are still obtain complaints from the customers.

In April 2020, the researcher analyzed a complaint from USA netizens and Indonesian netizens because, at that time, both governments started to regional quarantine, known as "lockdown". On the other hand, it makes most of the people start to installing WIFI (Wireless Fidelity), TV cable in the house due to work factors that are required to work from home and also an online school system that compulsory each student must study at home during the Covid-19 virus (CNN Indonesia, 2020). These things are reflected in the USA that gives an extra service to the customer by giving the dispensation or free charge for two months (Tempo, 2020).
The scope of limitation in this research is the researcher limits the results of the data on @indihome and @tmobile Instagram's accounts only in April 2020. Moreover, the researcher only investigates 250 comments from both accounts' netizens. Furthermore, the data that will be analyzed in the research are the utterances of Indonesian and USA netizens on the comment column of these Instagram accounts by using the theory of complaint strategy of Trosborg (1995) and Wierzbicka (2003) in analyzing the data based on the cross-cultural pragmatics theory.

FINDINGS AND DISCUSSION

According to Trosborg (1995), complaints are about disagreement and negative feelings. Thus, there are four strategies of complaint such as no explicit reproach (hint, annoyance), expression of disapproval (ill consequences), accusation (direct accusation, indirect accusation), and blame (modified blame, explicit blame behavior, explicit blame person). Moreover, the background of each country has its characteristics while expressing complaints Wierzbicka (2003). On the other hand, there are three types of complaint strategies found on @indihome Instagram account: hints with the highest percentage with 13%, indirect accusation with 14% percentage, and explicit blame person with 12% as the lowest percentage.

Table 1. Types of Complaint Strategy Found on @indihome Instagram Account

No.	Types of Complaint Strategy	Total	Percentage
1.	Hints	17 Data	14%
2.	Indirect Accusation	13 Data	13%
3.	Explicit Blame Person	16 Data	12%

Based on the table above, hints strategy is the highest percentage with 14% found on @tmobile Instagram account. Otherwise, the lowest percentage is on indirect accusation strategy with the percentage of 13%. Thus, the communication style of Indonesian netizens during complaints used informal language. According to Ayumi (2015), communication that happened on social media is informal language. The behaviors of Indonesian people while expressing complaints were "beating around the bush" to something or someone they do not like, known as collective culture (Tjiptono, 2006). Collective culture is the situation where always put respect first between each other (Guo-Ming Chen, 2003). Moreover, the Indonesian netizens tend to use capital letters while expressing a complaint, for example: *"lemot LAGI MAIN DOTA MALAH*

GA BISA CONNECT ANCUR ANCUR". Based on the sentence, it can be seen that the Indonesian netizens used capital letters during a complaint to emphasize a sentence to make hearers understand that the speaker wants a better signal to play games.

The Indonesian netizen are also used abbreviation while expressing complaint such as *skrng (sekarang), Ig (*Instagram), *yg (yang), bln (bulan), lbh (lebih), pdhl (padahal), tlp (telepon), trs (terus), ajg (anjing), tp (tapi), udh (sudah), tv (televisi)*. Thus, the Indonesian used code-switching while complaint on @indihome's Instagram account, for example, *game, signal, connect, noob, error, detail.* Indonesian people often use code-switching while conversing with others in their daily activities because of two factors, such as the topic, and prestige. It can be seen that based on the analysis the Indonesian people tend to use code-switching while expressing complaints.

Table 2. Types of Complaint Strategy Found on @tmobile Instagram Account

No.	Types of Complaint Strategy	Total	Percentage
1.	Annoyance	20 Data	25%
2.	Ill Consequences	11 Data	13%
3.	Direct Accusation	13 Data	16%
4.	Modified Blame	14 Data	18%
5.	Explicit Blame Behavior	22 Data	28%

Based on the table above, there are five types of complaint strategies found on @tmobile Instagram account. Moreover, the annoyance strategy is the highest percentage with a total of 20 data. On the other hand, ill consequences strategy is the lowest percentage with 11 data. The USA netizen also used abbreviation words while expressing complaints on @tmobile, such as *don't (do not), you'll (you'll), y'all (you all), I've (I have), ur (your).* The American people are being complained about (G. Hall. Cook, 2012). Thus, Hall A.M., (1979) explained if the American people are not "beating around the bush" while expressing communication with others. It can be seen based on the analysis that the American netizens are more dominant than Indonesian netizens when expressing complaints. The American netizens used capitalization while expressing complaints on @tmobile Instagram account, such as: ***"it was never great but now it's HORRIBLE!"***. The speaker expressed ***"*HORRIBLE*"*** words to express something that he does not like. On the other hand, G. Hall. Cook (2012) defines that the culture in the USA used informal language while communicating with others.

CONCLUSION

Based on the analysis above, the researcher found similarities and differences between American and Indonesian netizens while expressing complaints on the comment column of the Instagram account of @indihome and @tmobile in April 2020 during the pandemic Covid-19. Specifically, American or Indonesian netizens used some linguistics features when expressing complaints such as abbreviation, capital letters, and code-switching. The Indonesian netizens often used code-switching while complaining because Indonesia country included in a multilingual country. Thus, the

informal language used by Indonesian and American either. On the other hand, the differences are that American netizens do not use code-switching while complaining because the country is a monolingual country where there is only one language (English) to communicate with others.

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